

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Hyderabad Travel Mart from 21-02-2014 to 23-02-2014 at Tourism Plaza, Balayogi Paryatak Bhavan, Hyderabad - Engaging Consultant M/s. Stark Communications (Cochin) Private Limited, Kochi - Orders - Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 117

Dated: 10-02-2014

Read the following:-

1. Minutes of the meeting conducted by the Special Chief Secretary to Government on 12-11-2013 & 30-11-2013 regarding Hyderabad Travel Mart.
2. G.O.Rt.No. 980, YAT & C (PMU) Department, Dated: 11-12-2013.
3. Minutes of the meeting conducted by the Special Chief Secretary to Government on 12-11-2013.
4. M/s. Stark Communications (Cochin) Private Limited, Kochi, Estimation No. 13-14/201, Dated: 31-12-2013.
5. E-mail from M/s. Stark Communications (Cochin) Private Limited, Kochi, Dated: 20-01-2014.

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ORDER:

In the reference 2nd read above, Government have decided to conduct Hyderabad Travel Meet from 21-02-2014 to 23-02-2014 at Shilpakala Vedika, Shilparamam, Hyderabad with theme "Heritage Promotion" and also decided to engage the services of M/s. Stark Communications (Cochin) Private Limited, Kochi (which is the empanelled agency of A.P. Tourism) as consultant for organizing the said mart. The said agency were the consultants for Kerala Travel Mart during first 3 years and were also event management for International Mart viz., WTM, ITB in which A.P. Tourism have participated.

2. In the reference 3rd read above, Government have decided conduct the said event at Tourism Plaza, Balayogi Paryatak Bhavan, Hyderabad instead of Shilpakala Vedika, Shilparamam, Hyderabad.
3. In the reference 4th & 5th read above, M/s. Stark Communications (Cochin) Private Limited, Kochi has submitted production estimate and obligations for Rs.40.00 Lakhs.
4. Government after careful examination of the matter hereby engage the services of M/s. Stark Communications (Cochin) Private Limited, Kochi as consultant for organizing Hyderabad Travel Mart from 21-02-2014 to 23-02-2014 at Tourism Plaza, Balayogi Paryatak Bhavan, Hyderabad with a theme "Heritage Promotion" with following obligations for an amount not exceeding Rs.22,00,000/- (Rupees Twenty Two Lakhs Only) including all taxes:

OBLIGATIONS:

i. Database:

The consultant agrees to give the under mention numbers of validated database to AP tourism at the end of the event.

- Domestic: 8000 nos (Validated)
- International : 1500 nos (Validated)

ii. Domestic Marketing:

p.t.o

The consultant will participate in following trade fairs and market the Hyderabad Travel Meet.

- IITM , Hyderabad
- TAAI, Bangalore
- ITM, Goa
- TTF, Bangalore.
- TTF, Chennai
- IITTE, Mumbai
- IITE, Nagpur
- IITM, Cochin

The consultant also would conduct Road shows at following cities to generate higher quality of buyers.

- 25th January, Nagpur.
- 29th January, Kolkata.
- 30th January, Delhi.

The expenditure for conduct of the road shows/ participation in the Trade fairs will be incurred with the approval of the competent authority.

The consultant agrees to bring in a minimum of 200 Domestic buyers who can be provided with hotel accommodation in Hyderabad

iii. International Buyer Marketing:

The consultant agrees to bring in a minimum of 25 hosted International buyers

iv. Seller Marketing:

Along with the Commissioner Tourism of Andhra Pradesh, 50 plus sellers viz Hoteliers, Resort Owners , Theme Parks, Tour Operators shall be brought in by the consultant on the rates fixed by the Government of Andhra Pradesh or on barter systems with the Accommodation Providers.

v. Knowledge Sessions:

The consultant agrees to share with the government a database of probable participants in the panel discussion. The consultant will follow up with the selected persons for their confirmation of participation. The consultant shall also make the necessary arrangements at the Haritha Plaza for the smooth conduct of the Knowledge sessions.

vi. Creative's:

The consultant undertakes to provide all the creative required for the event namely brochures, registration forms, Caps, Tee shirts, Badges, Andhra Pradesh Pavilion designs, Venue branding, etc

The consultant shall also identify vendors for the production of the collaterals and supervise the production. All the expenditure for production of the creatives should be incurred with the prior approval of the competent authority.

vii. Venue Infrastructure:

The consultant will identify vendors for the hiring of the tents, octonom stalls, electrical connections , LCD, furniture. The consultant shall also ensure that the entire event area will be ready in time. All the expenditure for the venue infrastructure should be incurred with the approval of competent authority

viii. Hospitality and Transportation:

The consultant shall inform the committee about the total number of rooms actually required by the 15th of February.

The transport arrangements from the Airport/ Station and the local transport to the venue/s shall be intimated to the Committee by the 17th of February. A single point of contact / control room may be set up for the purpose with professional support.

ix. Volunteers:-

The Consultant shall intimate to the Committee the number of volunteers to man at the Airport, Railway Stations, Hotels, Venue/s by the 17th February.

The consultant shall co ordinate with the help of volunteers, transportation of VIPs& identified buyers from Airport / Railway station to respective hotels etc. like event manager.

x. On Line:-

The consultant shall develop the website and host it. Measures will also be taken up to increase the traffic to the website by online and social media marketing.

xi. the consultant shall co ordinate all events in consultation with Spl.C.S. and other sub committees and in charges and prepare minute to minute programme for three days and take necessary action for implementation.

5. M/s. Stark Communications (Cochin) Private Limited, Kochi shall take necessary action and shall submit regular report to the Government.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
All Organizing Committee Members.
M/s. Stark Communications (Cochin) Private Limited, Kochi.
The P.S to Special Chief Secretary to Government (T),
The P.A to Additional Chief (PMU),
The Office-on-Special Duty (T),
SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER